

# Amy Adams

Empathetic **UI/UX Designer** with leadership background creates delightful, intuitive, and enriching experiences for the global user

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## Experience

UI / UX DESIGNER

### Project-based Freelance

MAY 2023 - PRESENT

- Remote Work Specialists:** Sales-driven portfolio site with customized user access
- DateGrade.me:** Mobile app offering paid critiques of existing online profiles
- Lunch Therapy:** Mobile app and responsive website for non-medical mental health

ART DIRECTOR

### Revance Aesthetics

JUL 2020 - MAY 2023

- UI / UX design, journey mapping, and user testing for websites, concepts, software
- Created design and messaging alongside stakeholders for 48-page brand guidelines
- Designed social media campaigns with storyboarding for posts, videos, and animation
- Developed and delivered presentations to peers, stakeholders, clients, and executives

ART DIRECTOR / DESIGNER

### The Creative Group

APR 2008 - JUL 2020

- Led design teams across a variety of industries in contract creative work, including:
- MGA Entertainment:** Designed interface for 3 product microsites and online game
  - Kellogg's:** Developed concepts and artwork for key campaigns and partnerships
  - Home Depot:** Devised in-store signage concepts and branded promotional products

CREATIVE DIRECTOR

### Amy Adams Studios

FEB 2001 - JUL 2008

- Design service provider specializing in branding, concepts, and experience. A sample:
- Original Love Notes:** Built complete brand and product design for 11-item gift line with e-commerce website, digital marketing strategy, custom packaging and POP display. Integrated Amazon fulfillment to earn Amazon's Choice badge
  - Lagona Apothecary:** Ground-up brand development for nutritional product line: identity design, packaging, e-commerce website, retail store design and signage

DIGITAL MANAGER / WEBMASTER

### Clear Channel Communications

JAN 2000 - FEB 2001

- Supervised and updated 5 radio station websites in real-time via PHP
- Published and regulated 100+ ads, media, cams, polls, and newsfeeds each week
- Transformed design, layout, and information architecture for two station websites

UI / UX DESIGNER

### Bellsouth.net

MAR 1997 - JAN 2000

- Spearheaded UI design for Member Services portal, intranet, and Education Gateway
- Iterated designs based on research, moderated user testing, and feedback
- Completed concepts and designs for 3 B2B and enterprise software solutions
- Established corporate telecommuting policy as part of a 5-member founding team

## Projects

UI / UX DESIGNER & RESEARCHER

### Google UX Design Certificate

MAY 2024 - SEP 2024

Built 2 mobile apps and a responsive website to complete comprehensive UX Design program including extensive Figma education:

- EmpathyMe:** Educational mobile journey about empathy and how to practice it
- Bebo's Bikes:** Mobile app and responsive website created for local business

## Technical Skills

Figma / Sketch / XD  
InVision  
Wireframe.cc  
Adobe Suite:  
· Illustrator  
· InDesign  
· Photoshop  
Microsoft Teams  
PowerPoint  
WordPress  
HTML / CSS / JavaScript  
Agile environments  
CMS / Sales tools

## Design Skills

Concepts  
Strategy  
Omni-channel research  
Process flows  
Architecture  
Wireframing  
Prototyping  
Usability testing  
Presentation  
Digital marketing  
Storyboarding  
Branding  
Illustration  
Iconography

## Collaboration Skills

Creative - tech liaison  
Communicative  
Humanistic approach  
Natural problem solver  
Adaptable aesthetic  
Team management  
Innovation champion  
Strong presenter

## Certificates

Google UX Design  
Professional Certificate

## Education

Georgia Southern  
University